



"Sent via Fax"

December 4, 1992

BRUCE A. COOK
Chain Accounts Manager

7000 Airways Park Drive
East Syracuse, NY 13057
315-463-1971
Fax 315-463-2045

To: S.G. Steen
T.J. Sullivan
C.M. Uffindell

Subject: **P & C PACKAGE FIXTURES**

Gentlemen:

In many P & C Food Markets, Philip Morris is replacing the 160 SL Pack Fixture with a 140 Pack Fixture. I'm forwarding a space allocation planogram, with a recommended pack load for RJR. Please share this with your reps to use as a guide.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Bruce A. Cook".

B.A. Cook/CAM

BAC/jl
Attachment

M-2 P & C

51860 5610

"We work for smokers."

P&C MARKETS 140 SL CHECK LANE FIXTURE PLAN-O-GRAM

PM PROMOTIONS ONLY					PM PROMOTIONS ONLY										PM PROMOTIONS ONLY				
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W
ATC	ATC	ATC	L&M	L&M	L&M	L&M	L&M	L&M	L&M	ATC	ATC	ATC	B&W	B&W	B&W	B&W	B&W	B&W	B&W

	FACINGS	%
PM	60	42.9%
RJR	40	28.6%
LOR	15	10.7%
L&M	7	5.0%
B&W	12	8.6%
ATC	8	4.3%
TOTAL	140	

11/5/92

1195 09815

P&C FOOD MARKETS
TERTIARY PACKAGE FIXTURE
R. J. REYNOLDS FIXTURE
PLANOGRAM #3

LEFT SIDE				FRONT												RIGHT SIDE			
RJR PAID DISPLAY				RJR PAID DISPLAY												RJR PAID DISPLAY			
DORAL	DORAL	MAGNA	MAGNA	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	WINSTON	NEW	NEW	NEW	CENTURY
LT MEN	L M 100	FF	LIGHT	KING	KING	BOX	100	LIGHT	LIGHT	LT BOX	LT 100	LT 100	UL KQ	UL 100		KING	100	MEN 100	MEN 100
DORAL	DORAL	DORAL	DORAL	CAMEL	CAMEL	CAMEL	CAMEL	CAMEL	CAMEL	CAMEL	CAMEL	CAMEL	WINSTON	WINSTON		MORE	MORE	CENTURY	CENTURY
LT KING	LT 100	UL KING	UL 100	ULTRA	UL BOX	UL 100	LIGHT	LT 100	LT WIDE	WIDE FT	FILTER	REG	SEL KQ	SEL BOX		120	MEN 120	100	LT 100
DORAL	DORAL	DORAL	DORAL	SALEM	SALEM	SALEM	SALEM	SALEM	SALEM	SALEM	SALEM	SALEM	VANTAGE	VANTAGE	VANTAGE	VANTAGE	VANTAGE	VANTAGE	VANTAGE
FF KING	FF 100	FF M KING	FF M 100	KING	100	C.C.	LT 100	LIGHT	SLIM	ULTRA	UL 100	FILTER	100	MEN		ULTRA	UL 100	BOX 80	BOX 100
CAMEL	CAMEL	CAMEL	CAMEL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL	MARL
FF KQ	FF 100	LT KQ	LT 100	BOX	BOX	SFT	SFT	100	BX 100	LT SFT	LT SFT	LT BX	LT BX 100	LT 100		MED	MED BX	MED 100	MED BX 100
ALPINE	ALPINE	ALPINE	ALPINE	BBH	BBH	BBH	BBH	BBH	BBH	VS	VS	VS	VS	VS		MERT	MERT	MERT	MERT
100	KING	LT KING	LT 100	100	MEN 100	D UL	D UL M	LT 100	LT M 100	100	MEN	LT 100	LT M 100	UL 100		FILTER	100	UL KQ	UL 100
STYLE	STYLE	STYLE	STYLE	NEWPORT	NEWPORT	NEWPORT	NEWPORT	NEWPORT	NEWPORT	NEWPORT	NEWPORT	NEWPORT	OG	OG	OG	PAREL	PAREL	PAREL	MERT
100	MEN 100	SLIM 100	SLIM MEN	KING	100	BOX	BOX 100	LIGHT	LT 100	LT BOX	LT BX 100	LIGHT	KING	100		KING	BOX	100	ULTRA
AMER	AMER	AMER	AMER	KOOL	KOOL	KOOL	KOOL	KOOL	KENT	KENT	KENT	KENT OLD	KENT S	KENT II		TRUE	TRUE	TRUE	TRUE
LT	LT 100	100	MEN 100	FILTER	BOX	100	MILD	LT 100	KING	100	OLD LT	LT 100	KING	100		FILTER	MEN	100	M 100
MISTY	MISTY	S DRS-80	S DRS-M	PM	PM	LUCKY ST	TAREYTON	TAREYTON	CARLTON	CARLTON	CARLTON	CARLTON	BARCLAY	BARCLAY		LAM	LARK	LARK	CHETWOLD
100	MEN	KING	LIGHT	KING	100	REGULAR	KING	100	KING	100	MEN KQ	MEN 100	KING	100		KING	FILTER	100	KING

51860 5612

STORE LIST: #25 - PENN CAN; #84 - ELMIRA; #115 - BATH; #122 - HORNELL; #152 - WATERTOWN

51860 5613

SAVINGS CENTER PROPOSALS

PACKS 2 SHELVES 38 ROWS
RJR-DORAL
RJR MAGNA STERLING
RJR STERLING
ATC
PM
4 FEET 13 ROWS

PACKS 2 SHELVES 44 ROWS	
RJR DORAL	RJR MAGNA
RJR DORAL	RJR STERLING
ATC	RJR STERLING
B&W	L&M
B&W/4 PM/4	PM
2.5 FEET 8 ROWS	2.5 FEET 8 ROWS

COMPANY	# ROWS	MONTH	YEAR	COMPANY	# ROWS	MONTH	YEAR
RJR	39	\$133.00	\$1,596.00	RJR	40	\$136.00	\$1,632.00
ATC	13	\$44.00	\$528.00	ATC	16	\$48.00	\$576.00
B&W	13	\$39.00	\$468.00	B&W	16	\$48.00	\$576.00
				L&M	8	\$24.00	\$288.00
TOTAL	65	\$216.00	\$2,592.00	TOTAL	80	\$266.00	\$2,784.00

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P & C FOCUS MARKETS **#56, ROME, NY & #87, SHERRILL, NY**

CURR

#1

FULL PRICE		FULL PRICE/SAVINGS		SAVINGS
RJR		RJR		EXTRA VALUE
RJR		RJR		RJR
LOR		LOR		RJR
L&M 6 rows	LOR 3 rows	LOR		B&W
L&M 4 rows	PM 5 rows	ATC		B&W
PM		ATC		B&W
PM		PM		PM
3 (9 Rows)		4 (12 Rows)		3 (9 Rows)

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	60	28.6%	60	\$150.00	0	\$0.00	\$1,800.00
PM	38.0%	45.6%	24.3%	44	21.0%	44	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	36	17.1%	36	\$150.00	0	\$0.00	\$1,800.00
B&W	8.1%	5.0%	13.8%	27	12.9%	27	\$87.75	0	\$0.00	\$1,053.00
ATC	7.6%	5.7%	11.1%	24	11.4%	24	\$75.00	0	\$0.00	\$900.00
L&M	2.4%	1.7%	3.5%	10	4.8%	10	\$30.00	0	\$0.00	\$360.00
Other				9	4.3%	9	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	210	100.0%	210	\$492.75	0	\$0.00	\$5,913.00 *

*BASED UPON 500 CPW

Approved by:

[Signature]

5199 09819

Date:

1/24/94

RJ Reynolds
Tobacco Company

P & C FOOD MARKETS

#56, ROME, NY & , SHERRILL, NY #302, SCHENECTADY PLAZA RAM #

FULL PRICE

FULL PRICE/SAVINGS

SAVINGS

RJR SALEM	*
RJR MORE/NOV/VANTAGE	*
LOR	
L&M 6 rows	LOR 3 rows
L&M 4 rows	PM 5 rows
PM	
PM	

3 ft. (9 Rows)

RJR WINSTON	
RJR CAMEL	WINSTON
LOR	
LOR	
ATC	
ATC	
PM	

4 ft. (12 Rows)

*MAGIA/DORAL	
*RJR DORAL	
*SALEM RJR	
B&W	
B&W	
B&W	
PM	

3 ft. (8 Rows)

* USE SHELF SPLITTERS WHERE APPROPRIATE

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	60	28.6%
PM	38.0%	45.6%	24.3%	44	21.0%
LOR	10.3%	15.1%	1.8%	36	17.1%
B&W	8.1%	5.0%	13.8%	27	12.9%
ATC	7.6%	5.7%	11.1%	24	11.4%
L&M	2.4%	1.7%	3.5%	10	4.8%
Other				9	4.3%
Total	100.0%	100.0%	100.0%	210	100.0%

SEPARATE
SAVINGS CENTER

EXTRA VALUE
MONARCH
PACKS
PACKS
FT
2 1/2
B&W
AMERICAN

Approved by: [Signature]

9195 09815

Date: 1/24/94

J. Reynolds
Tobacco Company

P & C FOC MARKETS

#317, JOHNSTOWN, NY

CURRI

#2

FULL PRICE		FULL PRICE SAVINGS		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR	
LOR		LOR		RJR	
LOR		B&W		B&W	
ATC		ATC		ATC 6 rows	B&W 6 rows
PM		PM		L&M	
PM		PM		PM	
4 ft. (12 Rows)		3 ft. (9 Rows)		4 ft. (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	66	28.6%	66	\$165.00	0	\$0.00	\$1,980.00
PM	38.0%	45.6%	24.3%	54	23.4%	54	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	33	14.3%	33	\$138.00	0	\$0.00	\$1,656.00
B&W	8.1%	5.0%	13.8%	27	11.7%	27	\$87.75	0	\$0.00	\$1,053.00
ATC	7.6%	5.7%	11.1%	27	11.7%	27	\$81.75	0	\$0.00	\$981.00
L&M	2.4%	1.7%	3.5%	12	5.2%	12	\$38.00	0	\$0.00	\$456.00
Other				12	5.2%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	231	100.0%	231	\$510.50	0	\$0.00	\$6,126.00

Approved by: *J. Winkler*

Date: 1/24/94

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P & C FOC MARKETS

#108, LITTLE FALLS, NY

CURR T #3

FULL PRICE		FULL PRICE		SAVINGS PRICE		SAVINGS PRICE	
RJR		RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR		RJR	
LOR		LOR		LOR		B&W	
LOR		B&W		B&W		B&W 4 rows	ATC 5 rows
LOR		ATC		ATC		ATC	
L&M		L&M 3 rows	PM 5 rows	PM		PM	
PM		PM		PM		PM	
3 ft. (9 Rows)		2.5 ft. (8 Rows)		2.5 ft. (8 Rows)		3 ft. (9 Rows)	

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	59	24.8%	59	\$147.50	0	\$0.00	\$1,770.00
PM	38.0%	45.6%	24.3%	56	23.5%	56	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	43	18.1%	43	\$166.00	0	\$0.00	\$1,992.00
B&W	8.1%	5.0%	13.8%	29	12.2%	29	\$94.25	0	\$0.00	\$1,131.00
ATC	7.6%	5.7%	11.1%	30	12.6%	30	\$87.75	0	\$0.00	\$1,053.00
L&M	2.4%	1.7%	3.5%	12	5.0%	12	\$38.00	0	\$0.00	\$456.00
Other				9	3.8%	9	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	238	100.0%	238	\$533.50	0	\$0.00	\$6,402.00 *

*BASED UPON 500 CPW

Approved by: J. Winkler

8195 09819

Date: 1/24/94



P & C FOC MARKETS **#116, CORNING, NY & #119, ITHACA, NY**

CURR T #4

FULL PRICE	FULL PRICE	SAVINGS PRICE	SAVINGS PRICE
RJR	RJR	RJR	EXTRA VALUE
RJR	RJR	RJR	RJR
LOR	LOR	LOR	RJR
LOR	LOR B&W 4 rows	B&W	B&W
PM	ATC	ATC	B&W
PM	ATC	ATC	L&M
PM	PM	PM	PM
4 R (12 Rows)	2.5 R (8 Rows)	2.5 R (8 Rows)	4 R (12 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Full Price Monthly Payment	Savings Price Rows	Savings Price Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	80	28.6%	80	\$200.00	0	\$0.00	\$2,400.00
PM	38.0%	45.6%	24.3%	64	22.9%	64	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	44	15.7%	44	\$170.00	0	\$0.00	\$2,040.00
B&W	8.1%	5.0%	13.8%	36	12.9%	36	\$117.00	0	\$0.00	\$1,404.00
ATC	7.6%	5.7%	11.1%	32	11.4%	32	\$91.75	0	\$0.00	\$1,101.00
L&M	2.4%	1.7%	3.5%	12	4.3%	12	\$38.00	0	\$0.00	\$456.00
Other				12	4.3%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	280	100.0%	280	\$615.75	0	\$0.00	\$7,401.00 *

*BASED UPON 500 CPW

Approved by:

Date: 1/24/94

6195 09815

FULL PRICE	FULL PRICE	FULL PRICE/SAVINGS	SAVINGS PRICE	SAVINGS PRICE
RJR	RJR	RJR	RJR	EXTRA VALUE
RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	RJR	B&W
PM	LOR	LOR	ATC	B&W
PM	ATC	ATC	ATC	B&W
PM	PM	L&M	B&W	B&W
PM	PM	PM	PM	PM
2.5 fl. (6 Rows)	2.5 fl. (6 Rows)	4 fl. (12 Rows)	2.5 fl. (6 Rows)	2.5 fl. (6 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Full Price Monthly Payment	Savings Price Rows	Savings Price Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	88	28.6%	88	\$220.00	0	\$0.00	\$2,640.00
PM	38.0%	45.6%	24.3%	76	24.7%	76	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	48	15.6%	48	\$198.00	0	\$0.00	\$2,376.00
B&W	8.1%	5.0%	13.8%	40	13.0%	40	\$130.00	0	\$0.00	\$1,560.00
ATC	7.6%	5.7%	11.1%	36	11.7%	36	\$99.75	0	\$0.00	\$1,197.00
L&M	2.4%	1.7%	3.5%	12	3.9%	12	\$38.00	0	\$0.00	\$456.00
Other				8	2.6%	8	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	308	100.0%	308	\$685.75	0	\$0.00	\$8,229.00

Approved by: *J. Winkler*

Date: 1/24/94

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P & C FOC MARKETS

CURRE

#6

SAVINGS PRICE		SAVINGS/FULL PRICE		FULL PRICE	
EXTRA VALUE 12 rows		RJR		RJR	
PACKS		RJR		RJR	
PACKS		LOR		LOR	
PACKS		B&W		B&W 4 rows	L&M 8 rows
PACKS		ATC		ATC 4 rows	PM 8 rows
PACKS		PM		PM	
4 R (12 Rows)		4 R (12 Rows)		4 R (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	48	30.8%	48	\$84.00	0	\$0.00	\$1,008.00
PM	38.0%	45.6%	24.3%	32	20.5%	32	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	24	15.4%	24	\$37.50	0	\$0.00	\$450.00
B&W	8.1%	5.0%	13.8%	16	10.3%	16	\$20.00	0	\$0.00	\$240.00
ATC	7.6%	5.7%	11.1%	16	10.3%	16	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	5.1%	8	\$0.00	0	\$0.00	\$0.00
Other				12	7.7%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	156	100.0%	156	\$141.50	0	\$0.00	\$1,698.00

Approved by:

J. Winkler

Date:

1/24/94

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P & C FOC MARKETS

CURRI

#7

FULL PRICE		FULL PRICE/SAVINGS		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	12 rows
RJR		RJR		PACKS	
LOR		LOR		PACKS	
B&W		B&W 4 rows	L&M 8 rows	PACKS	
ATC		ATC 4 rows	PM 8 rows	PACKS	
PM		PM		PACKS	
4 R (12 Rows)		4 R (12 Rows)		4 R (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Full Price Monthly Payment	Savings Price Rows	Savings Price Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	48	30.8%	48	\$84.00	0	\$0.00	\$1,008.00
PM	38.0%	45.6%	24.3%	32	20.5%	32	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	24	15.4%	24	\$37.50	0	\$0.00	\$450.00
B&W	8.1%	5.0%	13.8%	16	10.3%	16	\$20.00	0	\$0.00	\$240.00
ATC	7.6%	5.7%	11.1%	16	10.3%	16	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	5.1%	8	\$0.00	0	\$0.00	\$0.00
Other				12	7.7%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	156	100.0%	156	\$141.50	0	\$0.00	\$1,698.00

Approved by:

J. Winkler

Date:

1/24/94

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J. Reynolds

Tobacco Company

P & C FOC MARKETS

#80, OSWEGO, NY

CURR!

#8

FULL PRICE		FULL PRICE		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	12 rows
RJR		RJR		PACKS	
LOR		LOR		PACKS	
B&W		B&W 8 rows	L&M 4 rows	PACKS	
ATC		ATC 8 rows	L&M 4 rows	PACKS	
PM		PM		PACKS	
PM		PM		PACKS	
4.16 (12 Rows)		4.16 (12 Rows)		4.16 (12 Rows)	

The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment*
RJR	33.6%	26.9%	45.6%	48	26.7%	48	\$84.00	0	\$0.00	\$1,008.00
PM	38.0%	45.6%	24.3%	48	26.7%	48	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	24	13.3%	24	\$37.50	0	\$0.00	\$450.00
B&W	8.1%	5.0%	13.8%	20	11.1%	20	\$25.00	0	\$0.00	\$300.00
ATC	7.6%	5.7%	11.1%	20	11.1%	20	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	4.4%	8	\$0.00	0	\$0.00	\$0.00
Other				12	6.7%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	180	100.0%	180	\$146.50	0	\$0.00	\$1,758.00

Approved by:

J. Winkler

Date:

1/24/94

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P & C FOC MARKETS

CURRI

#10

FULL PRICE		FULL PRICE		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR	
LOR		LOR		B&W	
LOR		L&M 8 rows	B&W 4 rows	B&W	
PM		ATC		ATC	
PM		PM		PM	
4 ft. (12 Rows)		4 ft. (12 Rows)		4 ft. (12 Rows)	

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	60	27.8%	60	\$105.00	0	\$0.00	\$1,200.00
PM	38.0%	45.6%	24.3%	48	22.2%	48	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	36	16.7%	36	\$55.50	0	\$0.00	\$666.00
B&W	8.1%	5.0%	13.8%	28	13.0%	28	\$35.00	0	\$0.00	\$420.00
ATC	7.6%	5.7%	11.1%	24	11.1%	24	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	3.7%	8	\$0.00	0	\$0.00	\$0.00
Other				12	5.6%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	216	100.0%	216	\$195.50	0	\$0.00	\$2,346.00

Approved by:

J. Winkler

Date:

1/24/94

51860 5624



P & C FOC MARKETS

CURR T #11

SAVINGS PRICE	SAVINGS PRICE	SAVINGS/FULL PRICE	FULL PRICE
EXTRA VALUE 12 rows	RJR	RJR	RJR
PACKS	RJR	RJR	RJR
PACKS	B&W	LOR	LOR
PACKS	B&W	B&W 4 rows L&M 8 rows	LOR
PACKS	ATC	ATC	PM
PACKS	PM	PM	PM
4 fl. (12 Rows)	4 fl. (12 Rows)	4 fl. (12 Rows)	4 fl. (12 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	72	31.6%	72	\$108.00	0	\$0.00	\$1,296.00
PM	38.0%	45.6%	24.3%	48	21.1%	48	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	36	15.8%	36	\$55.50	0	\$0.00	\$666.00
B&W	8.1%	5.0%	13.8%	28	12.3%	28	\$35.00	0	\$0.00	\$420.00
ATC	7.6%	5.7%	11.1%	24	10.5%	24	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	3.5%	8	\$0.00	0	\$0.00	\$0.00
Other				12	5.3%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	228	100.0%	228	\$198.50	0	\$0.00	\$2,382.00

Approved by: J. Winkler

Date: 1/24/94

5295 09815



P & C FOOD MARKETS

CURR T #12

Full Price	Full Price/Savings	Savings Price	Savings Price LEGEND EXTRA VALUE 12 rows
RJR	RJR	RJR	PACKS
RJR	RJR	RJR	PACKS
LOR	LOR	B&W	PACKS
LOR	L&M 8 rows B&W 4 rows	B&W	PACKS
PM	ATC	ATC	PACKS
PM	PM	PM	PACKS
4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)

← CARTONS

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	72	31.6%	72	\$108.00	0	\$0.00	\$1,296.00
PM	38.0%	45.6%	24.3%	48	21.1%	48	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	36	15.8%	36	\$55.50	0	\$0.00	\$666.00
B&W	8.1%	5.0%	13.8%	28	12.3%	28	\$35.00	0	\$0.00	\$420.00
ATC	7.6%	5.7%	11.1%	24	10.5%	24	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	3.5%	8	\$0.00	0	\$0.00	\$0.00
Other				12	5.3%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	228	100.0%	228	\$198.50	0	\$0.00	\$2,382.00

Approved by: J. Winkler

Date: 1/24/94

9295 09815

J. Reynolds
Tobacco Company

P & C FOC MARKETS

#74, CLYDE, NY

CURRI

#16

FULL PRICE		FULL PRICE/SAVINGS		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR	
LOR		LOR		LOR	
B&W		B&W		B&W 5 rows	L&M 4 rows
ATC		ATC		ATC 5 rows	L&M 4 rows
PM		PM		PM	
PM		PM		PM	
3 fl. (9 Rows)		3 fl. (9 Rows)		3 fl. (9 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Full Price Monthly Payment	Savings Price Rows	Savings Price Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	45	23.8%	45	\$78.75	0	\$0.00	\$945.00
PM	38.0%	45.6%	24.3%	54	28.6%	54	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	27	14.3%	27	\$42.00	0	\$0.00	\$504.00
B&W	8.1%	5.0%	13.8%	23	12.2%	23	\$28.75	0	\$0.00	\$345.00
ATC	7.6%	5.7%	11.1%	23	12.2%	23	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	4.2%	8	\$0.00	0	\$0.00	\$0.00
Other				9	4.8%	9	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	189	100.0%	189	\$149.50	0	\$0.00	\$1,794.00

Approved by:

J. Winkler

Date:

1/24/94

1295 09815



P & C FOOD MARKETS

#116, CORNING, NY & #119, ITHACA, NY

CURRENT

#4

FULL PRICE	FULL PRICE	SAVINGS PRICE	SAVINGS PRICE
RJR	RJR	RJR	EXTRA VALUE
RJR	RJR	RJR	RJR
LOR	LOR	LOR	RJR
LOR	LOR B&W 4 rows 4 rows	B&W	B&W
PM	ATC	ATC	B&W
PM	ATC	ATC	L&M
PM	PM	PM	PM
4 fl. (12 Rows)	2 fl. (8 Rows)	2.5 fl. (8 Rows)	4 fl. (12 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	80	28.6%
PM	38.0%	45.6%	24.3%	64	22.9%
LOR	10.3%	15.1%	1.8%	44	15.7%
B&W	8.1%	5.0%	13.8%	36	12.9%
ATC	7.6%	5.7%	11.1%	32	11.4%
L&M	2.4%	1.7%	3.5%	12	4.3%
Other				12	4.3%
Total	100.0%	100.0%	100.0%	280	100.0%

Approved by: *J. Winkler*

Date: 1/24/94

8295 09819

FULL PRICE	FULL PRICE	FULL PRICE/SAVINGS	SAVINGS PRICE	SAVINGS PRICE
RJR	RJR	RJR	RJR	EXTRA VALUE
RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	RJR	B&W
PM	LOR	LOR	ATC	B&W
PM	ATC	ATC	ATC	B&W
PM	PM	L&M	B&W	B&W
PM	PM	PM	PM	PM
2.5 fl.(16 Rows)	2.5 fl.(8 Rows)	4 fl.(12 Rows)	2.5 fl.(8 Rows)	2.5 fl.(16 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	60	28.6%
PM	38.0%	45.6%	24.3%	76	24.7%
LOR	10.3%	15.1%	1.8%	48	15.6%
B&W	8.1%	5.0%	13.8%	40	13.0%
ATC	7.6%	5.7%	11.1%	36	11.7%
L&M	2.4%	1.7%	3.5%	12	3.9%
Other				8	2.6%
Total	100.0%	100.0%	100.0%	308	100.0%

Approved by: J. W. Miller

Date: 1/24/94

6295 09815



P & C FOOT MARKETS

CURRENT

#6

Tobacco Company					
SAVINGS PRICE		SAVINGS/FULL PRICE		FULL PRICE	
EXTRA VALUE 12 rows		RJR		RJR	
PACKS		RJR		RJR	
PACKS		LOR		LOR	
PACKS		B&W		B&W 4 rows	L&M 8 rows
PACKS		ATC		ATC 4 rows	PM 8 rows
PACKS		PM		PM	
4 IL (12 Rows)		4 IL (12 Rows)		4 IL (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	48	30.8%
PM	38.0%	45.6%	24.3%	32	20.5%
LOR	10.3%	15.1%	1.8%	24	15.4%
B&W	8.1%	5.0%	13.8%	16	10.3%
ATC	7.6%	5.7%	11.1%	16	10.3%
L&M	2.4%	1.7%	3.5%	8	5.1%
Other				12	7.7%
Total	100.0%	100.0%	100.0%	156	100.0%

Approved by: J. Winkler

Date: 1/24/94

0895 09815

R.J. Reynolds

Tobacco Company
FULL PRICE

P & C FOOD MARKETS

[CURRENT]

PLANOGRAM # 7

FULL PRICE		SAVINGS PRICE		EXTRA VALUE	
RJR		RJR		12 rows	
RJR		RJR		PACKS	
LOR		LOR		PACKS	
B&W		B&W 4 rows	L&M 8 rows	PACKS	
ATC		ATC 4 rows	PM 8 rows	PACKS	
PM		PM		PACKS	
4 R. (12 Rows)		4 R. (12 Rows)		4 R. (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	48	30.8%
PM	38.0%	45.6%	24.3%	32	20.5%
LOR	10.3%	15.1%	1.8%	24	15.4%
B&W	8.1%	5.0%	13.8%	16	10.3%
ATC	7.6%	5.7%	11.1%	16	10.3%
L&M	2.4%	1.7%	3.5%	8	5.1%
Other				12	7.7%
Total	100.0%	100.0%	100.0%	156	100.0%

Approved by: J. [Signature]

Date: 1/24/94

1895 09815

J. Reynolds
Tobacco Company

P & C FOOD MARKETS

#80, OSWEGO, NY

CURRENT

#8

FULL PRICE		FULL PRICE		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE 12 rows	
RJR		RJR		PACKS	
LOR		LOR		PACKS	
B&W		B&W 8 rows	L&M 4 rows	PACKS	
ATC		ATC 8 rows	L&M 4 rows	PACKS	
PM		PM		PACKS	
PM		PM		PACKS	
4 ft. (12 Rows)		4 ft. (12 Rows)		4 ft. (Rows)	

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	48	26.7%
PM	38.0%	45.6%	24.3%	48	26.7%
LOR	10.3%	15.1%	1.8%	24	13.3%
B&W	8.1%	5.0%	13.8%	20	11.1%
ATC	7.6%	5.7%	11.1%	20	11.1%
L&M	2.4%	1.7%	3.5%	8	4.4%
Other				12	6.7%
Total	100.0%	100.0%	100.0%	180	100.0%

Approved by: *J. Winters*

Date: 1/24/94

51860 5632

FULL PRICE		FULL PRICE/SAVINGS	
RJR		RJR	
RJR		RJR	
LOR		LOR	
B&W		B&W 8 rows	L&M 4 rows
ATC		ATC 8 rows	L&M 4 rows
PM		PM	
PM		PM	
4 R.(12 Rows)		4 R.(12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	48	28.6%
PM	38.0%	45.6%	24.3%	48	28.6%
LOR	10.3%	15.1%	1.8%	24	14.3%
B&W	8.1%	5.0%	13.8%	20	11.9%
ATC	7.6%	5.7%	11.1%	20	11.9%
L&M	2.4%	1.7%	3.5%	8	4.8%
Other				0	0.0%
Total	100.0%	100.0%	100.0%	168	100.0%

Approved by: *J. Winton*

Date: *1/24/94*

51860 5633

R.J. Reynolds

Tobacco Company

P & C FOOD MARKETS

CURRENT

#10

FULL PRICE		SAVINGS PRICE	
RJR		EXTRA VALUE	
RJR		RJR	
LOR		B&W	
LOR		B&W	
PM		ATC	
PM		PM	
4 ft. (12 Rows)		4 ft. (12 Rows)	

The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	60	27.8%
PM	38.0%	45.6%	24.3%	48	22.2%
LOR	10.3%	15.1%	1.8%	36	16.7%
B&W	8.1%	5.0%	13.8%	28	13.0%
ATC	7.6%	5.7%	11.1%	24	11.1%
L&M	2.4%	1.7%	3.5%	8	3.7%
Other				12	5.6%
Total	100.0%	100.0%	100.0%	216	100.0%

Approved by: *[Signature]*

Date: 1/24/94

15860 5634

R. J. Reynolds
Tobacco Company

P & C FOOD MARKETS

CURRENT

#11

SAVINGS PRICE	SAVINGS PRICE	SAVINGS/FULL PRICE	FULL PRICE
EXTRA VALUE 12 rows	RJR	RJR	RJR
PACKS	RJR	RJR	RJR
PACKS	B&W	LOR	LOR
PACKS	B&W	B&W 4 rows L&M 8 rows	LOR
PACKS	ATC	ATC	PM
PACKS	PM	PM	PM
4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	72	31.6%
PM	38.0%	45.6%	24.3%	48	21.1%
LOR	10.3%	15.1%	1.8%	36	15.8%
B&W	8.1%	5.0%	13.8%	28	12.3%
ATC	7.6%	5.7%	11.1%	24	10.5%
L&M	2.4%	1.7%	3.5%	8	3.5%
Other				12	5.3%
Total	100.0%	100.0%	100.0%	228	100.0%

Approved by: *J. Winters*

Date: *1/24/94*

5895 09815

R.J. Reynolds
Tobacco Company

P & C FOOD MARKETS

CURRENT

#12

FULL PRICE		FULL PRICE		SAVINGS PRICE		SAVINGS PRICE	
RJR		RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR		RJR	
LOR		LOR		LOR		B&W	
PM		LOR		B&W		B&W	
PM		PM 4 rows	L&M 8 rows	ATC		ATC	
PM		PM		PM		PM	
4 fl. (12 Rows)		4 fl. (12 Rows)		4 fl. (12 Rows)		4 fl. (12 Rows)	

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	84	29.2%
PM	38.0%	45.6%	24.3%	76	26.4%
LOR	10.3%	15.1%	1.8%	48	16.7%
B&W	8.1%	5.0%	13.8%	36	12.5%
ATC	7.6%	5.7%	11.1%	24	8.3%
L&M	2.4%	1.7%	3.5%	8	2.8%
Other				12	4.2%
Total	100.0%	100.0%	100.0%	288	100.0%

Approved by: *J. Winkler*

Date: 1/24/94

9895 09815



P & C FOC MARKETS

CURR T #13

FULL PRICE	FULL PRICE	SAVINGS PRICE	SAVINGS PRICE
RJR	RJR	RJR	EXTRA VALUE
RJR	RJR	RJR	RJR
LOR	LOR	LOR	B&W
PM	LOR	B&W	B&W
PM	PM 4 rows	ATC	ATC
PM	L&M 8 rows	PM	PM
4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	64	29.2%	84	\$147.00	0	\$0.00	\$1,764.00
PM	38.0%	45.6%	24.3%	76	26.4%	76	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	48	16.7%	48	\$70.50	0	\$0.00	\$846.00
B&W	8.1%	5.0%	13.8%	36	12.5%	36	\$45.00	0	\$0.00	\$540.00
ATC	7.6%	5.7%	11.1%	24	8.3%	24	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	2.8%	8	\$0.00	0	\$0.00	\$0.00
Other				12	4.2%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	288	100.0%	288	\$262.50	0	\$0.00	\$3,150.00

Approved by: J. Winkler

Date: 1/24/94

LS95 09815

RJ Reynolds
Tobacco Company

P & C FOOT MARKETS

CURRENT

PLANOGRAM #13

FULL PRICE		SAVINGS PRICE		SAVINGS PRICE	
FULL PRICE		FULL PRICE		EXTRA VALUE	
RJR		RJR		RJR	
RJR		RJR		RJR	
LOR		LOR		B&W	
PM		LOR		B&W	
PM		PM L&M 4 rows 8 rows		ATC	
PM		PM		PM	
4 IL (12 Rows)		4 IL (12 Rows)		4 IL (12 Rows)	

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	64	29.2%
PM	38.0%	45.6%	24.3%	76	26.4%
LOR	10.3%	15.1%	1.8%	48	16.7%
B&W	8.1%	5.0%	13.8%	36	12.5%
ATC	7.6%	5.7%	11.1%	24	8.3%
L&M	2.4%	1.7%	3.5%	8	2.8%
Other				12	4.2%
Total	100.0%	100.0%	100.0%	288	100.0%

Approved by: J. White

8E9S 098IS

Date: 1/24/94

3C FOOD MARKETS

TORES: #195 SAYRE, PA

NON SELF-SERVICE (PLANOGRAM #14)

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	LOR	B&W
PM	PM	L&M	B&W	B&W
PM	PM	ATC	ATC	ATC
PM	PM	PM	PM	PM
4 FEET 12 ROWS	4 FEET 12 ROWS	4 FEET 12 ROWS	4 FEET 12 ROWS	4 FEET 12 ROWS

DATED: _____

AUTHORIZED BY: _____

COMPANY	# ROWS	% ROWS
RJR	108	30.00%
ATC	36	10.00%
B&W	36	10.00%
PM	108	30.00%
LOR	48	13.33%
L&M	12	3.33%
OTHER	12	3.33%
TOTAL	360	100.00%

51860 5639

P & C FOOD MARKETS

CURRENT

#15

#23, MATTYDALE, NY & #66, CAZENOVIA, NY

FULL PRICE

FULL PRICE/SAVINGS

RJR

RJR

RJR

RJR

LOR

LOR

B&W

B&W

L&M

4 rows

8 rows

ATC

ATC

PM

4 rows

8 rows

PM

PM

4 ft. (12 Rows)

4 ft. (12 Rows)

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	20.9%	45.6%	48	33.3%
PM	38.0%	45.6%	24.3%	32	22.2%
LOR	10.3%	15.1%	1.8%	24	16.7%
B&W	8.1%	5.0%	13.8%	16	11.1%
ATC	7.6%	5.7%	11.1%	16	11.1%
L&M	2.4%	1.7%	3.5%	8	5.6%
Other				0	0.0%
Total	100.0%	100.0%	100.0%	144	100.0%

Approved by: J. Wintka

Date: 1/24/94

0195 09819

FULL PRICE		FULL PRICE/SAVINGS		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR	
LOR		LOR		LOR	
B&W		B&W		B&W 5 rows	L&M 4 rows
ATC		ATC		ATC 5 rows	L&M 4 rows
PM		PM		PM	
PM		PM		PM	
3 ft. (9 Rows)		3 ft. (9 Rows)		3 ft. (9 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	45	23.8%
PM	38.0%	45.6%	24.3%	54	28.6%
LOR	10.3%	15.1%	1.8%	27	14.3%
B&W	8.1%	5.0%	13.8%	23	12.2%
ATC	7.6%	5.7%	11.1%	23	12.2%
L&M	2.4%	1.7%	3.5%	8	4.2%
Other				9	4.8%
Total	100.0%	100.0%	100.0%	189	100.0%

Approved by: J. Winkler

Date: 1/24/94

1495 09815

FULL PRICE		FULL PRICE/SAVINGS	
RJR		RJR	
RJR		RJR	
LOR		LOR	
LOR 3 rows	B&W 6 rows	B&W	
ATC		ATC 7 rows	B&W 2 rows
PM		PM 3 rows	L&M 6 rows
PM		PM	
3 ft. (9 Rows)		3 ft. (9 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	36	28.6%
PM	38.0%	45.6%	24.3%	30	23.8%
LOR	10.3%	15.1%	1.8%	21	16.7%
B&W	8.1%	5.0%	13.8%	17	13.5%
ATC	7.6%	5.7%	11.1%	16	12.7%
L&M	2.4%	1.7%	3.5%	6	4.8%
Other				0	0.0%
Total	100.0%	100.0%	100.0%	126	100.0%

Approved by: _____

Date: _____

51866 09819



P & C FOOD MARKETS

#108, LITTLE FALLS, NY

CURRENT

#3

FULL PRICE		SAVINGS PRICE		SAVINGS PRICE	
FULL PRICE		SAVINGS PRICE		EXTRA VALUE	
RJR	RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	LOR	B&W	B&W
LOR	B&W	B&W	B&W	B&W	ATC
LOR	ATC	ATC	ATC	ATC	ATC
L&M	L&M PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM
3 ft. (9 Rows)		2.5 ft. (8 Rows)		3 ft. (9 Rows)	

* The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	59	24.8%
PM	38.0%	45.6%	24.3%	56	23.5%
LOR	10.3%	15.1%	1.8%	43	18.1%
B&W	8.1%	5.0%	13.8%	29	12.2%
ATC	7.6%	5.7%	11.1%	30	12.6%
L&M	2.4%	1.7%	3.5%	12	5.0%
Other				9	3.8%
Total	100.0%	100.0%	100.0%	238	100.0%

Approved by: J. Winkler

Date: 11/24/94

51860 5643

R.J. Reynolds
Tobacco Company

P & C FOOD MARKETS

#317, JOHNSTOWN, NY

CURRENT

#2

FULL PRICE		FULL PRICE/SAVINGS		SAVINGS PRICE	
RJR		RJR		EXTRA VALUE	
RJR		RJR		RJR	
LOR		LOR		RJR	
LOR		B&W		B&W	
ATC		ATC		ATC 6 rows	B&W 6 rows
PM		PM		L&M	
PM		PM		PM	
4 ft. (12 Rows)		3 ft. (9 Rows)		4 ft. (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	66	28.6%
PM	38.0%	45.6%	24.3%	54	23.4%
LOR	10.3%	15.1%	1.8%	33	14.3%
B&W	8.1%	5.0%	13.8%	27	11.7%
ATC	7.6%	5.7%	11.1%	27	11.7%
L&M	2.4%	1.7%	3.5%	12	5.2%
Other				12	5.2%
Total	100.0%	100.0%	100.0%	231	100.0%

Approved by: J. Wintu

Date: 1/24/94

51860 5644

R.J. Reynolds

Tobacco Company
FULL PRICE

P & C FOOT MARKETS

#56, ROME, NY & #87, SHERRILL, NY

CURRENT

#1

FULL PRICE		FULL PRICE/SAVINGS		SAVINGS
RJR		RJR		EXTRA VALUE
RJR		RJR		RJR
LOR		LOR		RJR
L&M 6 rows	LOR 3 rows	LOR		B&W
L&M 4 rows	PM 5 rows	ATC		B&W
PM		ATC		B&W
PM		PM		PM
3 ft. (9 Rows)		4 ft. (12 Rows)		3 ft. (8 Rows)

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	60	28.6%
PM	38.0%	45.6%	24.3%	44	21.0%
LOR	10.3%	15.1%	1.8%	36	17.1%
B&W	8.1%	5.0%	13.8%	27	12.9%
ATC	7.6%	5.7%	11.1%	24	11.4%
L&M	2.4%	1.7%	3.5%	10	4.8%
Other				9	4.3%
Total	100.0%	100.0%	100.0%	210	100.0%

Approved by: *J. W. [Signature]*

Date: 1/24/94

51860 5645



P & C FOOD MARKETS

#95, CORTLAND, NY

CURRENT #21

FULL PRICE	FULL PRICE SAVINGS	SAVINGS PRICE	SAVINGS PRICE
RJR WINSTON	RJR WINSTON - SALEM	RJR DORAL	EXTRA VALUE 12 rows
RJR CAMEL	RJR VANTAGE - NOW - MORE	RJR MONARCH - MAGNA	PACKS
LOR	LOR	B&W	PACKS
L&M	LOR	B&W	PACKS
PM	ATC	ATC	PACKS
PM	PM	PM	PACKS
3 ft. (9 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)	4 ft. (12 Rows)

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows
RJR	33.6%	26.9%	45.6%	66	31.4%
PM	38.0%	45.6%	24.3%	42	20.0%
LOR	10.3%	15.1%	1.8%	33	15.7%
B&W	8.1%	5.0%	13.8%	24	11.4%
ATC	7.6%	5.7%	11.1%	24	11.4%
L&M	2.4%	1.7%	3.5%	9	4.3%
Other				12	5.7%
Total	100.0%	100.0%	100.0%	210	100.0%

Approved by:

J. Winker

9595 09815

Date: 1/24/94

P & C FC 3 MARKETS
#20, BURNET AVENUE, SYRACUSE, NY

	FULL PRICE		FULL PRICE/SAVINGS		SAVINGS PRICE
5	RJR		RJR		EXTRA VALUE
4	RJR		RJR		PACKS
4	RJR		RJR		PACKS
4	LOR		LOR		PACKS
4	LOR		B&W		PACKS
5	PM		ATC	B&W	PACKS
3	PM		ATC		PACKS
3	PM		PM 3 rows	L&M 6 rows	PACKS
3	PM		PM		PACKS
	3 ft. (9 Rows)		3 ft. (9 Rows)		4 ft. (12 Rows)

2/8/94

51860 5647

FULL PRICE		FULL PRICE/SAVINGS	
RJR		RJR	
RJR		RJR	
LOR		LOR	
LOR 3 rows	B&W 6 rows	B&W	
ATC		ATC 7 rows	B&W 2 rows
PM		PM 3 rows	L&M 6 rows
PM		PM	
3 (9 Rows)		3 (9 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Full Price Monthly Payment	Savings Price Rows	Savings Price Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	36	28.6%	36	\$63.00	0	\$0.00	\$756.00
PM	38.0%	45.6%	24.3%	30	23.8%	30	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	21	16.7%	21	\$33.00	0	\$0.00	\$396.00
B&W	8.1%	5.0%	13.8%	17	13.5%	17	\$21.25	0	\$0.00	\$255.00
ATC	7.6%	5.7%	11.1%	16	12.7%	16	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	6	4.8%	6	\$0.00	0	\$0.00	\$0.00
Other				0	0.0%	0	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	126	100.0%	126	\$117.25	0	\$0.00	\$1,407.00

Approved by:

J. Winkler
8595 09815

Date:

1/31/94

P&C FOOD MARKETS

STORES: #124 HOMER AVENUE, CORTLAND (PLANOGRAM # 18)

STORE SHELVING

RJR	RJR	RJR
LOR/7 PM/6	PM	PM
LOR	L&M	ATC
B&W	UNDER COUNTER STORAGE	
PM/7 ATC/6		
B&W/7 PM/6		
4 FEET 13 ROWS	4 FEET 13 ROWS	4 FEET 13 ROWS

DATED: _____

AUTHORIZED BY: _____

COMPANY	# ROWS	% ROWS	MONTH	QUARTER	YEAR
RJR	39	25.0%		\$0.00	\$0.00
ATC	19	12.2%		\$0.00	\$0.00
B&W	20	12.8%		\$0.00	\$0.00
PM	45	28.8%		\$0.00	\$0.00
LOR	20	12.8%		\$0.00	\$0.00
L&M	13	8.3%		\$0.00	\$0.00
TOTAL	156	100.0%		\$0.00	\$0.00

51860 5649

J. Reynolds

Tobacco Company

P & C FOC MARKETS **#107, JUDD FALLS ROAD, ITHACA, NY**

CURR T

#17

SAVINGS PRICE		FULL PRICE		FULL PRICE	
EXTRA VALUE 12 rows		RJR		RJR	
PACKS		RJR		RJR	
PACKS		LOR		LOR	
PACKS		L&M 4 rows	B&W 8 rows	B&W	
PACKS		L&M 4 rows	ATC 8 rows	ATC	
PACKS		PM		PM	
PACKS		PM		PM	
4 ft. (12 Rows)		4 ft. (12 Rows)		4 ft. (12 Rows)	

The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	48	26.7%	48	\$84.00	0	\$0.00	\$1,008.00
PM	38.0%	45.6%	24.3%	48	26.7%	48	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	24	13.3%	24	\$37.50	0	\$0.00	\$450.00
B&W	8.1%	5.0%	13.8%	20	11.1%	20	\$25.00	0	\$0.00	\$300.00
ATC	7.6%	5.7%	11.1%	20	11.1%	20	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	4.4%	8	\$0.00	0	\$0.00	\$0.00
Other				12	6.7%	12	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	180	100.0%	180	\$146.50	0	\$0.00	\$1,758.00

Approved by: _____

Date: _____

0595 06815

J. Reynolds
Tobacco Company

P & C FOC MARKETS

#23, MATTYDALE, NY & #66, CAZENOVIA, NY

CURRE

#15

FULL PRICE		FULL PRICE/SAVINGS	
RJR		RJR	
RJR		RJR	
LOR		LOR	
B&W		B&W 4 rows	L&M 8 rows
ATC		ATC 4 rows	PM 8 rows
PM		PM	
4 P (12 Rows)		4 P (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Full Price Monthly Payment	Savings Rows	Savings Price Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	48	33.3%	48	\$84.00	0	\$0.00	\$1,008.00
PM	38.0%	45.6%	24.3%	32	22.2%	32	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	24	16.7%	24	\$37.50	0	\$0.00	\$450.00
B&W	8.1%	5.0%	13.8%	16	11.1%	16	\$20.00	0	\$0.00	\$240.00
ATC	7.6%	5.7%	11.1%	16	11.1%	16	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	5.6%	8	\$0.00	0	\$0.00	\$0.00
Other				0	0.0%	0	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	144	100.0%	144	\$141.50	0	\$0.00	\$1,698.00

Approved by:

J. Winkler

Date:

1/24/94

1595 09815



P & C FOC MARKETS

#30, PHELPS, NY

CURRE

FULL PRICE		FULL PRICE SAVINGS	
RJR		RJR	
RJR		RJR	
LOR		LOR	
B&W		B&W 8 rows	L&M 4 rows
ATC		ATC 8 rows	L&M 4 rows
PM		PM	
PM		PM	
4 fl. (12 Rows)		4 fl. (12 Rows)	

*The monthly payment shown under Full Price is the total monthly payment for both Full Price and Savings category rows.

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	33.6%	26.9%	45.6%	48	28.6%	48	\$84.00	0	\$0.00	\$1,008.00
PM	38.0%	45.6%	24.3%	48	28.6%	48	\$0.00	0	\$0.00	\$0.00
LOR	10.3%	15.1%	1.8%	24	14.3%	24	\$37.50	0	\$0.00	\$450.00
B&W	8.1%	5.0%	13.8%	20	11.9%	20	\$25.00	0	\$0.00	\$300.00
ATC	7.6%	5.7%	11.1%	20	11.9%	20	\$0.00	0	\$0.00	\$0.00
L&M	2.4%	1.7%	3.5%	8	4.8%	8	\$0.00	0	\$0.00	\$0.00
Other				0	0.0%	0	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	168	100.0%	168	\$148.50	0	\$0.00	\$1,758.00

Approved by: [Signature]

Date: 1/24/94

2595 09815

#14

P&C FOOD MARKETS
 STORES: #195 SAYRE, PA
 NON SELF-SERVICE

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
LOR	LOR	LOR	LOR	B&W
PM	PM	L&M	B&W	B&W
PM	PM	ATC	ATC	ATC
PM	PM	PM	PM	PM
4 FEET 12 ROWS	4 FEET 12 ROWS	4 FEET 12 ROWS	4 FEET 12 ROWS	4 FEET 12 ROWS

DATED: _____

AUTHORIZED BY: _____

COMPANY	# ROWS	% ROWS	MONTH	YEAR
RJR	108	30.00%	\$189.00	\$2,268.00
ATC	36	10.00%	\$0.00	\$0.00
B&W	36	10.00%	\$45.00	\$540.00
PM	108	30.00%	\$70.50	\$846.00
LOR	48	13.33%		\$0.00
L&M	12	3.33%		\$0.00
OTHER	12	3.33%		\$0.00
TAL	360	100.00%	\$304.50	\$3,654.00

51860 5653

4' PACKAGE INSERT

P & C FOOD MARKETS/NON SELF-SERVICE

171 ROWS
FRANCIS
19 ROWS
R. J. REYNOLDS PROMOTION SECTION

										WINSTON WINSTON WINSTON WINSTON											
WINSTON KING	WINSTON KING	WINSTON BOX	WINSTON 100	WINSTON LIGHT	WINSTON LT BOX	WINSTON LT. 100	WINSTON UL KG UL BOX	WINSTON UL 100 UL BOX	WINSTON UL KG UL BOX	WINSTON UL 100 UL BOX	WINSTON UL 100 UL BOX	WINSTON UL 100 UL BOX	WINSTON UL 100 UL BOX	WINSTON UL 100 UL BOX	EX VALUE LT. KG	EX VALUE LT. 100	EX VALUE LT M KG	EX VALUE LT M 100			
CAMEL REG	CAMEL FILTER	CAMEL LT KG	CAMEL LT 100	CAMEL UL BOX	CAMEL UL BX 100	CAMEL SP LT KG	CAMEL SP LT BX	CAMEL SP BX 100	VANTAGE UL 100	VANTAGE UL 100	VANTAGE UL 100	VANTAGE UL 100	VANTAGE UL 100	VANTAGE UL 100	EX VALUE FF KG	EX VALUE FF 100	EX VALUE FF M KG	EX VALUE FF M 100			
CAMEL WIDE FT	CAMEL WIDE FT	MORE 120	MORE 120	SALEM KING	SALEM 100	SALEM LT KG	SALEM LT 100	SALEM SLIM	SALEM UL KG	SALEM UL 100	DORAL LT KG	DORAL LT 100	DORAL LT M KG	DORAL LT M 100	EX VALUE NON FT	EX VALUE NON FT	EX VALUE UL KG	EX VALUE UL 100			
MARL SOFT	MARL BOX	MARL BOX	MARL 100	MARL 100 BX	MARL LT KG	MARL LT 100	MARL LT BOX	MARL LT BX 100	MARL MD KG	MARL MD 100	DORAL FF KG	DORAL FF 100	DORAL FF M KG	DORAL FF M 100	STERLING UL 100	STERLING UL 100	STERLING UL 100	STERLING UL 100			
NEWPORT KING	NEWPORT 100	NEWPORT BOX KG	NEWPORT BOX 100	NEWPORT LT BOX	NEWPORT LT BX 100	OLD GOLD LT KG	OLD GOLD FILTER	OLD GOLD 100	P MALL KING	P MALL 100	STERLING UL 100	STERLING UL 100	STERLING 100	STERLING MEN 100	STERLING LT 100	STERLING LT M 100	STERLING SLIM	STERLING SLIM MEN			
KENT KING	KENT 100	KENT Q.L. KG	KENT Q.L. 100	KENT III KG	KENT III 100	TRUE FILTER	TRUE 100	TRUE MEN KG	TRUE MEN 100	CHESTER KING	LUCKY STRIKE	L & M KING	CAMB FF KG	CAMB FF 100	CAMB LT KG	CAMB LT 100	CAMB LT M 100	CAMB UL 100			
MERIT FILTER	MERIT BOX	MERIT 100	MERIT UL KG	MERIT UL 100	MERIT ULTIMA	MERIT MENTHOL	KOOL KING	KOOL BOX	KOOL 100	KOOL MILD	BARCLAY KING	BARCLAY 100	VICEROY FILTER	VICEROY 100	MISTY LT 100	MISTY LT M 100	MISTY SLIM	MISTY SLIM MEN			
B & H 100	B & H MEN 100	B & H LT 100	B & H LT M 100	B & H UL 100	B & H UL M 100	PARLMNT KING	PARLMNT BOX	PARLMNT 100	TAREYTN FILTER	TAREYTN 100	LARK KING	LARK 100	MONTCLR FF KG	MONTCLR FF 100	MONTCLR LT KG	MONTCLR UL 100 ME	MONTCLR 100	MONTCLR MEN 100			
VIR SL 100	VIR SL MEN 100	VIR SL LT 100	VIR SL LT M 100	VIR SL UL 100	VIR SL UL M 100	EVE 100	EVE MEN 100	EVE 120	EVE MEN 120	CARLTON KING	CARLTON 100	CARLTON MEN 100	RALEIGH EX KG	RALEIGH EX 100	RALEIGH EX LT KG	RALEIGH EX L 100	RALEIGH EX UL KG	RALEIGH EX UL 100			

To: FRANK WINKER.

From: BRUCE COOK

THE ABOVE LISTED PLANOGRAM WAS IMPLEMENTED IN THE OFFICES WHERE CARTON FIXTURES WERE ALTERED. PLEASE NOTE THAT SAVINGS BRANDS ARE PLANOGRAMMED TOGETHER TO THE RIGHT SIDE OF THE FIXTURE, AND THAT OF THE 171 ROWS, 169 BRANDS ARE REPRESENTED. I THOUGHT THIS WOULD REPRESENT THE LARGEST SHARE OF MARKET TO APPEAL TO CONSUMERS. THERE ARE NOT A LOT OF MULTIPLE COLUMNS OF MARLBORO OR WINSTON, BECAUSE THE BACK UP CARTONS TO REFILL ARE NEXT TO THE PACK SECTION. I HOPE THIS MAKES SENSE. IF NECESSARY, I CAN MAKE SOME POSITIONING CHANGES.

THANK YOU. BEST REGARDS BRUCE.

P&C FOOD MARKETS N.S.S. 4' PACKAGE INSERT

R. J. REYNOLDS PROMOTION SECTION

R. J. REYNOLDS

PHILIP MORRIS

LORILLARD

ATC

B&W

L&M

51860 5655

P & C FOOD MARKETS - 140 SL CHECKLANE FIXTURE PLAN-O-GRAM #1

PM PROMOTIONS ONLY

PM	PM	PM	PM	PM
PM	PM	PM	PM	PM
PM	PM	PM	PM	PM
VANTGE	VANTGE	VANTGE	VANTGE	VANTGE
FILTER	"100"	MEN	UL KG	UL 100
DORAL	DORAL	DORAL	DORAL	DORAL
LT KG	LT 100	FF KG	FF 100	UL 100
B&W	B&W	B&W	B&W	B&W
ATC	ATC	ATC	L&M	L&M

PM PROMOTIONS ONLY

PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	SALEM	SALEM	SALEM	SALEM
KING	BOX	"100"	LT KG	LT BOX	LT 100	SLIM	LT 100	LT KG	C.C.
WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	SALEM	SALEM	SALEM	SALEM
SELECT	SELECT	SELECT	SELECT	SELECT	SELECT				
FF KG	FF BOX	LT KG	LT BOX	LT 100	SLIM LT	KING	"100"	UL KG	UL 100
LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR
L&M	L&M	L&M	L&M	L&M	ATC	ATC	ATC	B&W	B&W

PM PROMOTIONS ONLY

PM	PM	PM	PM	PM
PM	PM	PM	PM	PM
PM	PM	PM	PM	PM
CAMEL	CAMEL	CAMEL	CAMEL	MORE
REG.	FILTER	LT KG	LT 100	"120"
CAMEL	CAMEL	CAMEL	NOW	NOW
SPEC.	SPEC.	SPEC.		
LT KG	LT BOX	LT 100	"100"	MEN 100
LOR	LOR	LOR	LOR	LOR
B&W	B&W	B&W	B&W	B&W

9595 09815

P & C FOOD MARKETS - 140 SL CHECKLANE FIXTURE PLAN-O-GRAM #1

PM PROMOTIONS ONLY					PM PROMOTIONS ONLY										PM PROMOTIONS ONLY				
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
VANTGE	VANTGE	VANTGE	VANTGE	VANTGE	WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	SALEM	SALEM	SALEM	SALEM	CAMEL	CAMEL	CAMEL	CAMEL	MORE
FILTER	"100"	MEN	UL KG	UL 100	KING	BOX	"100"	LT KG	LT BOX	LT 100	SLIM	LT 100	LT KG	C.C.	REG.	FILTER	LT KG	LT 100	"120"
DORAL	DORAL	DORAL	DORAL	DORAL	WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	WINSTN	SALEM	SALEM	SALEM	SALEM	CAMEL	CAMEL	CAMEL	NOW	NOW
LT KG	LT 100	FF KG	FF 100	UL 100	SELECT	SELECT	SELECT	SELECT	SELECT	SELECT					SPEC.	SPEC.	SPEC.		
B&W	B&W	B&W	B&W	B&W	FF KG	FF BOX	LT KG	LT BOX	LT 100	SLIM LT	KING	"100"	UL KG	UL 100	LT KG	LT BOX	LT 100	"100"	MEN 100
ATC	ATC	ATC	L&M	L&M	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR
					L&M	L&M	L&M	L&M	L&M	ATC	ATC	ATC	B&W	B&W	B&W	B&W	B&W	B&W	B&W

7595 09815

P&C MARKETS 140 SL CHECK PLANE FIXTURE PLAN-O-GRAM

PM PROMOTIONS ONLY					PM PROMOTIONS ONLY										PM PROMOTIONS ONLY				
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
VNTG	VNTG	VNTG	VNTG	VNTG	WNST	WNST	WNST	WNST	WNST	WNST	SALEM	SALEM	SALEM	SALEM	CAML	CAML	CAML	CAML	MORE
FLTR	100	MEN	UL	100	KING	Boy	100	LT. KG	LT. KG	LT. KG	5.1 PM	100	100	KING	REG	FLTR	LT	100	120
DETAL	DORAL	DORAL	DORAL	DORAL	WIN	WIN	WIN	WIN	WIN	WIN	SALEM	SALEM	SALEM	SALEM	CAML	CAML	CAML	CAML	WIN
BOBL	BOBL	BOBL	BOBL	BOBL	SEL	SEL	SEL	SEL	SEL	SEL	SALEM	SALEM	SALEM	SALEM	CAML	CAML	CAML	CAML	WIN
LT	100	FF	100	100	KING	BOY	100	LT. KG	LT. KG	LT. KG	SLIM	KING	100	KING	KING	BOX	100	100	100
B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR
ATC	ATC	ATC	L&M	L&M	L&M	L&M	L&M	L&M	L&M	ATC	ATC	ATC	B&W	B&W	B&W	B&W	B&W	B&W	B&W

	FACINGS	%
PM	60	42.9%
RJR	40	28.6%
LOR	15	10.7%
L&M	7	5.0%
B&W	12	8.6%
ATC	6	4.3%
TOTAL	140	

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11/5/92